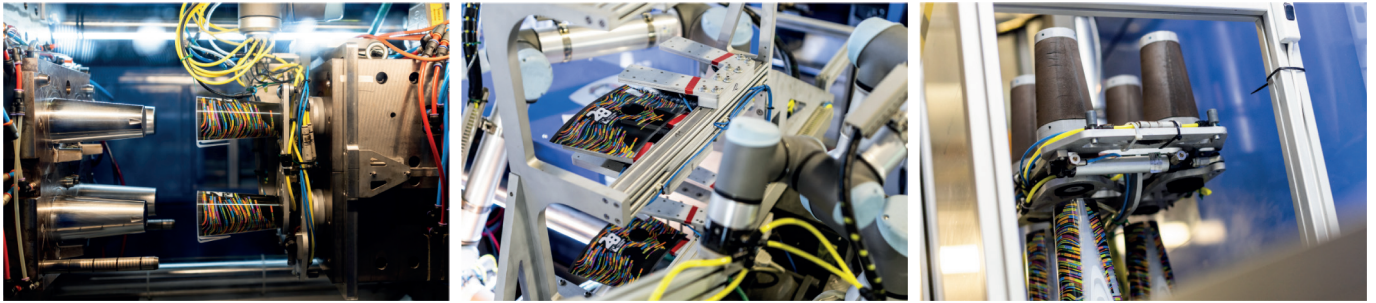


CREATING MATERIALS FOR IML PRINT

Graphic materials are printed on the transparent foil. They are printed in two layers: white underprint and color print. It is possible to print both vector and raster graphics.



TECHNICAL REQUIREMENTS

SIZE OF THE CUTOUT:

0,5l - 237x174 mm
0,4l - 216x162 mm
0,3l - 202x146 mm
0,25l - 184x136 mm

RASTER GRAPHICS:

Resolution of raster graphics - **MINIMAL OF 300 DPI.**

COLOR MODEL:

Please send the graphics in **CMYK** color mode, which is used for printing.

If you send the graphics in the CMYK color mode, you make sure, that the colors in the graphics are exactly as you intended.

Graphics in RGB color mode and Pantone colors need to be converted to CMYK before sending to us.

TEXTS:

Don't forget to **CONVERT ALL TEXTS TO CURVES** before exporting.

EXPORT:

Export graphics to print PDF.

It is possible to send packed InDesign or Illustrator file. In that case, please save as .IDML or .AI, .EPS.

In both cases, please don't forget to **INCLUDE LINKED FILES AND ANY IMAGES USED IN THE GRAPHICS.**

CONFIRMATION OF THE PRINT PREVIEW:

After processing your materials we will prepare a print preview, which will be sent to you for confirmation by one of our sales representatives.

BLUE COLOR IN THE SECOND PAGE OF THE PDF REPRESENTS THE WHITE UNDERPRINT. White color represents parts that will be transparent.

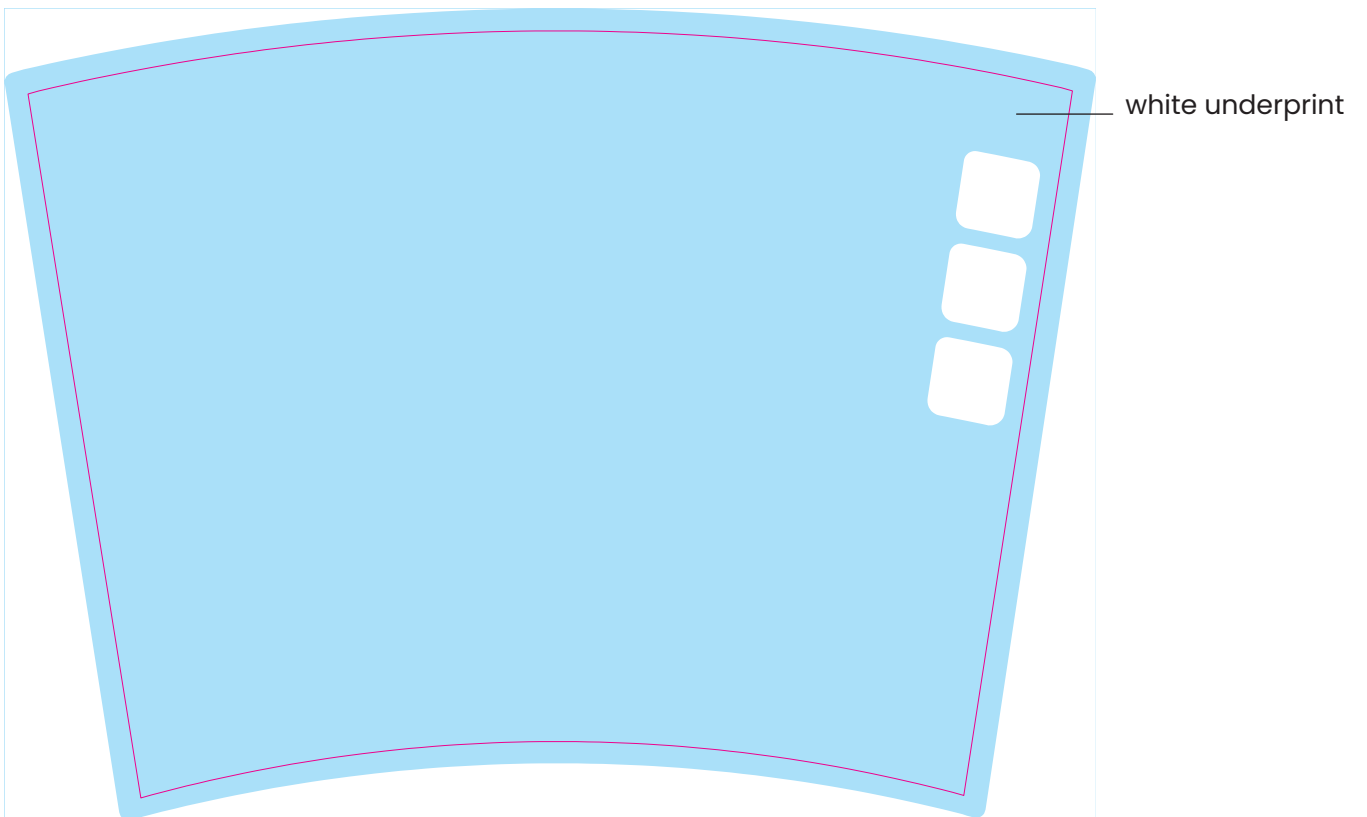
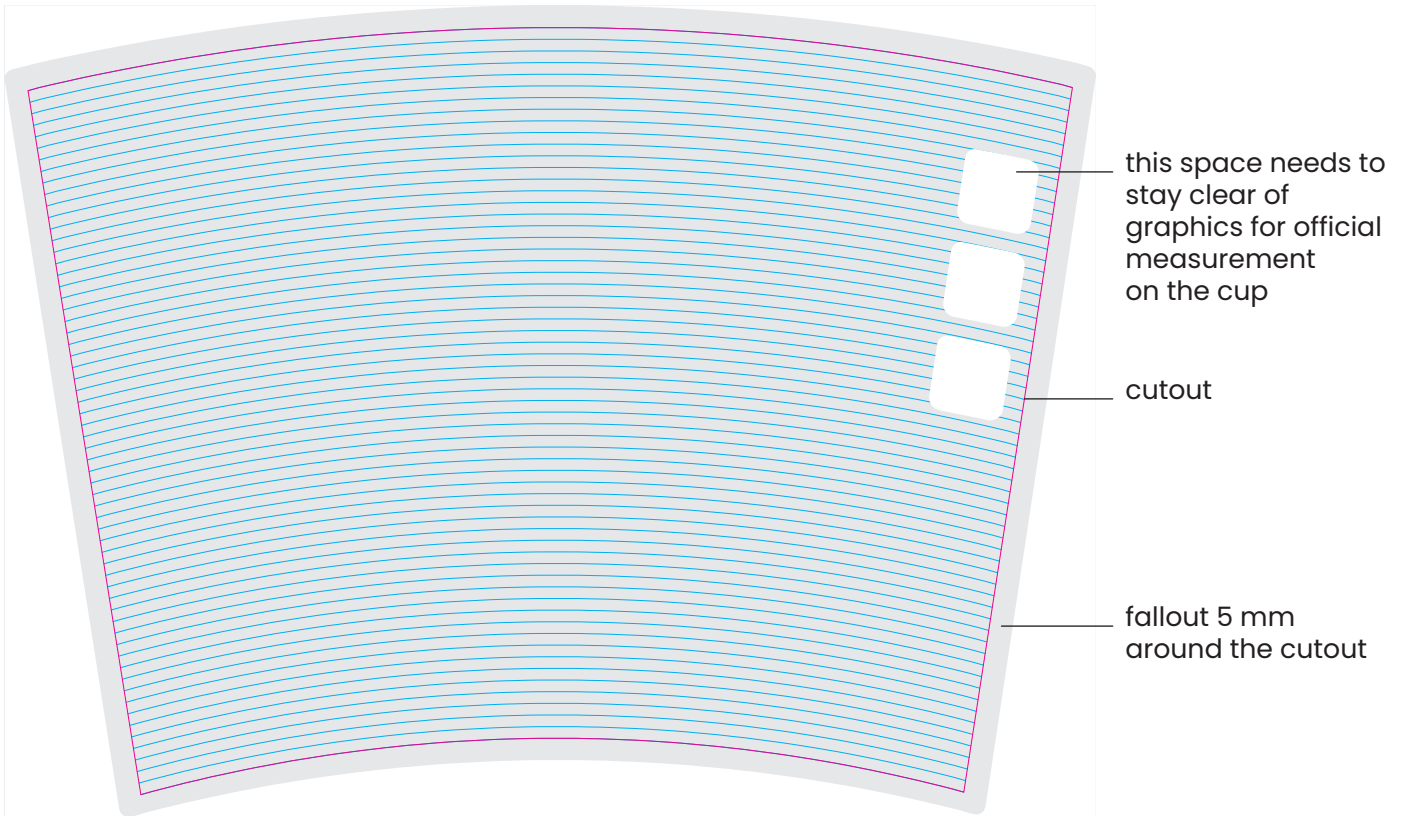
GRAPHIC WORK:

In case of a completed order, half an hour of graphic work is included in the price.

IF FOR ANY REASON YOU DON'T FINALISE THE ORDER, THE GRAPHIC WORK WILL BE CHARGED TO YOU.

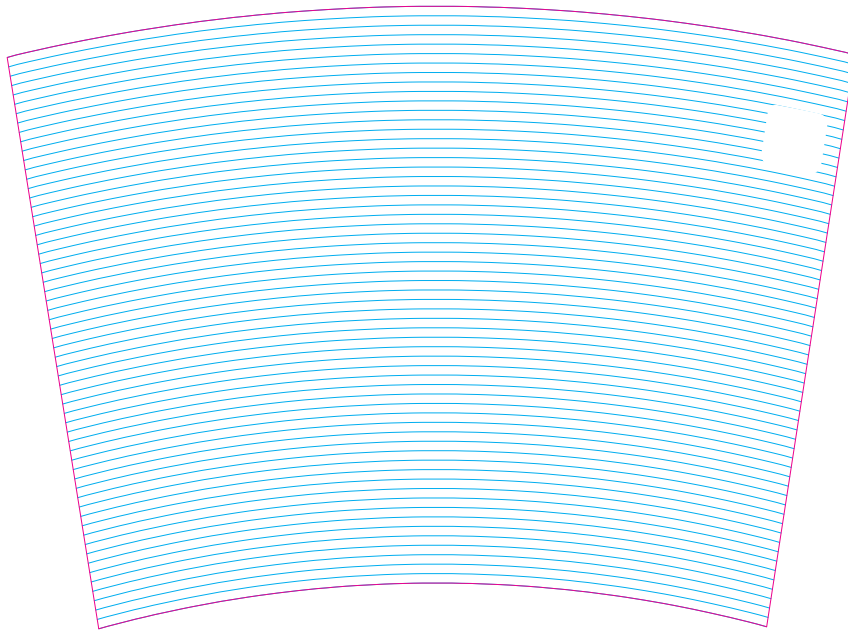
TEMPLATE:

For creation of the materials you will have a PDF template available for each volume of the cup.



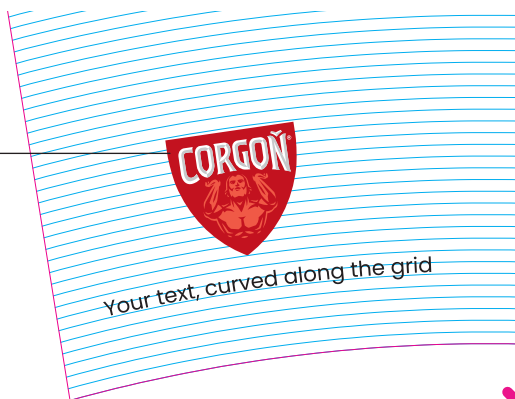
CURVING OF THE GRAPHIC - HORIZONTAL:

Graphic motives that need to be horizontal with the edges of the cup need to be curved according to the blue grid that is a part of the template.

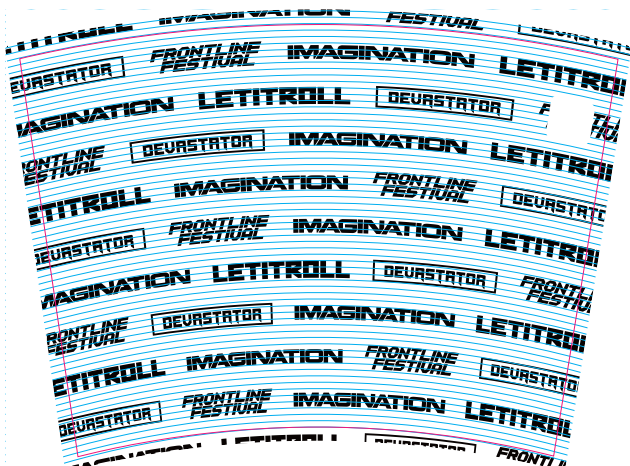


Texts need to be curved along the grid. When it comes to small logos and elements, it is enough to turn them in the right direction, they don't need to be curved.

logo is not deformed, just turned in the direction perpendicular to the grid.

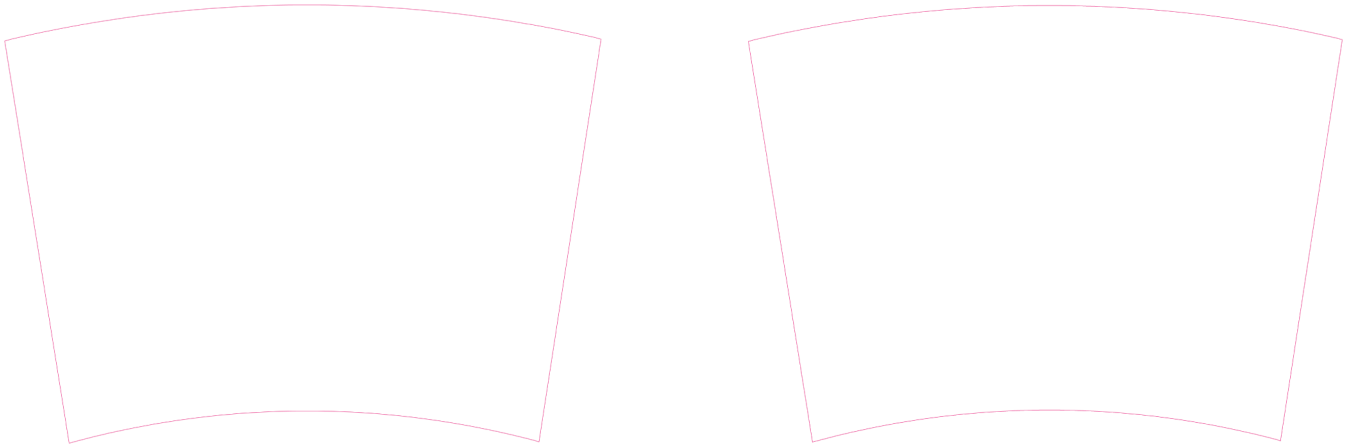


Examples of the appropriate curving of texts and graphic elements:



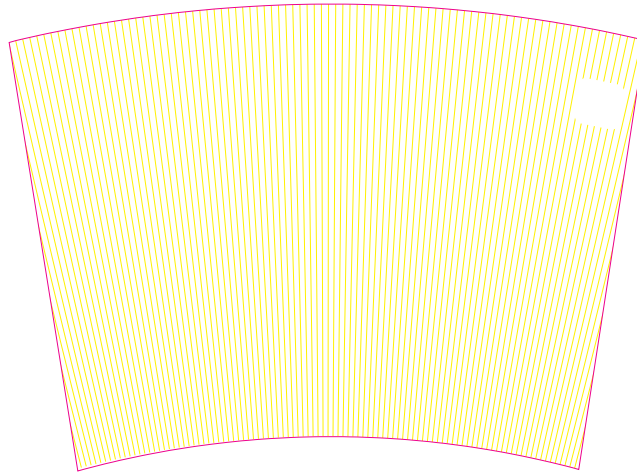
Photos where you can see the horizon need to be curved along the grid as well.

All the graphic elements that need to be horizontal with the edge of the cup need to be curved.



CURVING OF THE GRAPHIC - VERTICAL:

Graphic elements that need to be vertically straight, perpendicular to the edges of the cup, need to be curved according to the yellow grid, which you can find in the template. Aligning the graphics with the cutout lines will not ensure that the graphics will be vertically straight.



In case of any problems you can address our graphic studio at grafik@nicknack.cz or call **+420 739 027 428**.

All the graphic elements in your design need to be **IN LAYERS**, so they can be manipulated separately. This means that all the logos, texts and graphic elements need to be separated from background photos or graphics.

WINDOWS FOR MEASUREMENTS:

On every cup there are metrologically verified measurements. They need to be visible on the cup, so it is required to leave this space empty.

You will find these measurements on the cups:

0,5l - measuring line 0,5l, 0,4l a 0,3l

0,4l - measuring line 0,4l a 0,3l

0,3l - measuring line 0,3l, 0,2l a 0,1l

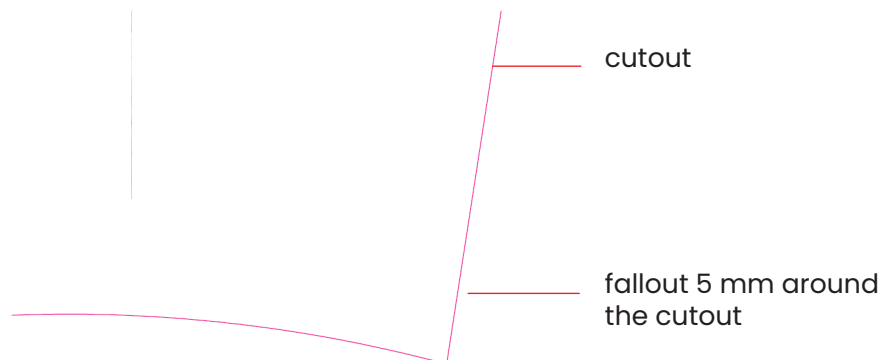
0,25l - measuring line 0,25l, 0,2l, 0,1l a 0,04l

0,04l - measuring line 0,04l a 0,02l

You can find all of the windows for measurements in the template, just delete the ones that are not needed in your design.

FALLOUT:

There is a 5 mm fallout around the cutout in the template. Graphic materials need to reach this fallout.

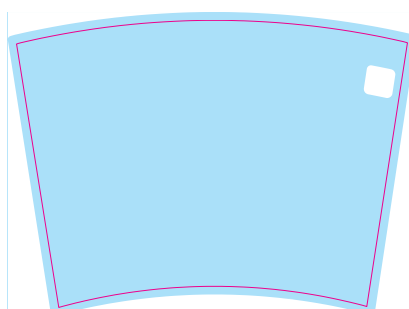


WHITE UNDERPRINT:

When we use the IML technology, we compile two foils on top of each other. One with white underprint and the second one with color print.

This means, that every graphic element printed on the cup will have a white underprint. It helps the brightness of the colors and the print looks better.

When the color graphic is applied to the whole surface of the foil, white underprint is also applied to the whole surface.



If you want to keep some of the parts of the cup transparent, you need to prepare the white underprint accordingly. White underprint will be applied only under the colorful parts of the graphics, rest will be transparent.

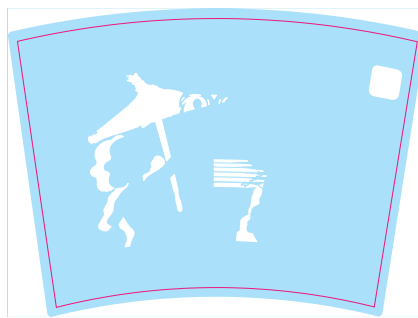
White underprint needs to be 0,2 mm smaller than the actual print. Reason for this is the fact that the foils are put on top of each other and there is a small risk of them moving a small amount. If the white underprint was the same size as the color print, there would be a risk of the white showing at the edges.

For this reason it is not desirable to place small graphics, such as logos or small text on a transparent background. It's not possible to fit the white underprint under such small elements and print without white underprint is very dull. Light color print without white underprint is almost invisible.

White underprint needs to be created as a vector shape with a solid color.

THE WHITE UNDERPRINT IS IN THE TEMPLATE FILE, IN THE SECOND PAGE OF THE PDF, REPRESENTED BY A LIGHT BLUE COLOR.

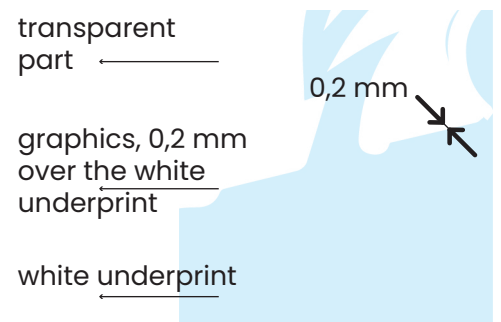
Light blue - represents white underprint
White color - represents the transparent surface



1. graphics

2. white underprint

3. white underprint and graphics overlay



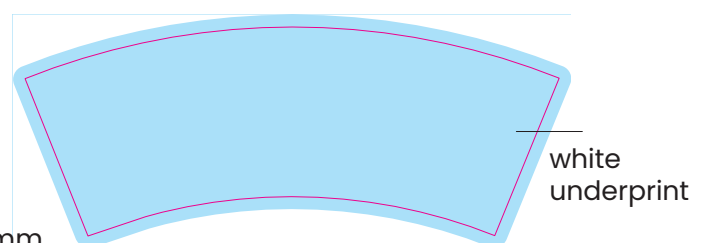
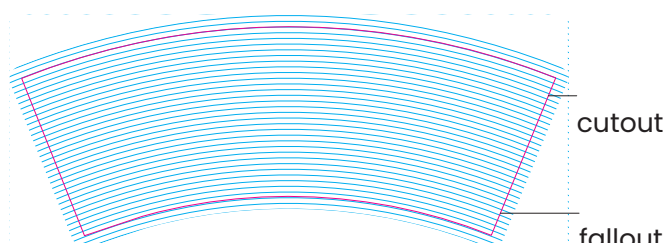
CREATING MATERIALS FOR HOT CUP IML:

Creating materials for Hot Cup is almost identical to creating materials for cups with clip.

Graphics also needs to be curved along the grids included in the templates, and the graphics need to reach the fallout area.

Templates are missing the windows for official measurements, on Hot Cups these measurements are on the inside of the cup.

TEMPLATE FOR HOT CUP:



fallout 5 mm
around the cutout